

NEWSPAPERS WORK FOR TRAVEL

DOMESTIC TRAVEL IN CANADA



2016 could be **the year of the Canadian "staycation"** with predictions of growth in domestic overnight travel by the Conference Board of Canada.



2015 saw an **increase of 2.8%** and 2016 could see a further **2.4% growth in overnight travel** within Canada due to lower gas prices and a struggling loonie.



Statistics Canada reports that in the third quarter of 2015, the number of domestic trips **increased 4.1%** from the same quarter in 2014 to **101.0 million**.



Total expenditures for those trips rose **6.1%** to **\$17.3 billion**.



DOMESTIC VACATION TRAVELLERS*



53%
FEMALE

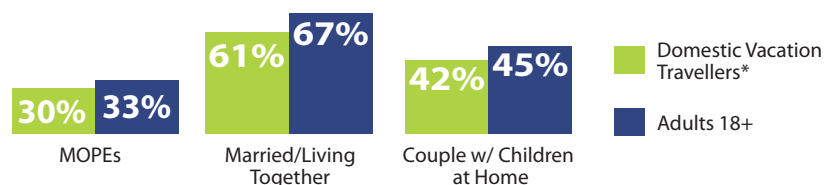
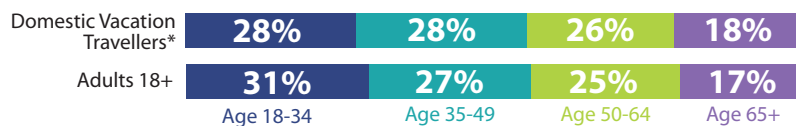


47%
MALE

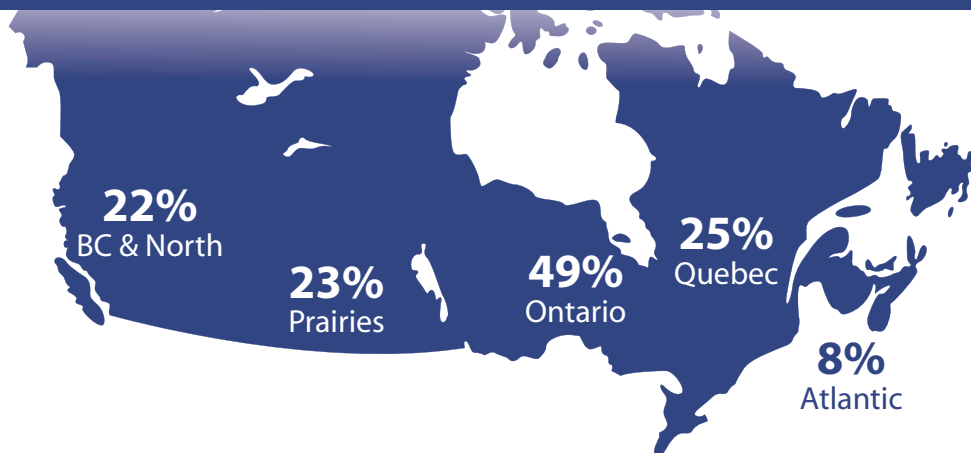


\$84,577
HHI Adults 18+

\$93,028
HHI Vacation Travellers



VACATION TRAVEL DESTINATIONS



53% of adults travelled for vacation within Canada in the past 12 months

45% of vacation travel destinations are in Western Canada.

For more information, go to www.newspaperscanada.ca



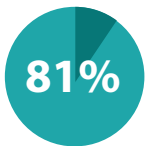
NEWSPAPERS WORK FOR TRAVEL

DOMESTIC TRAVEL IN CANADA

DOMESTIC VACATION TRAVELLERS* ARE STRONG NEWSPAPER READERS.



More than half (57%) of Domestic Vacation Travellers* read yesterday's newspaper



More than eight out of ten (81%) can be reached with newspapers over the course of a week.

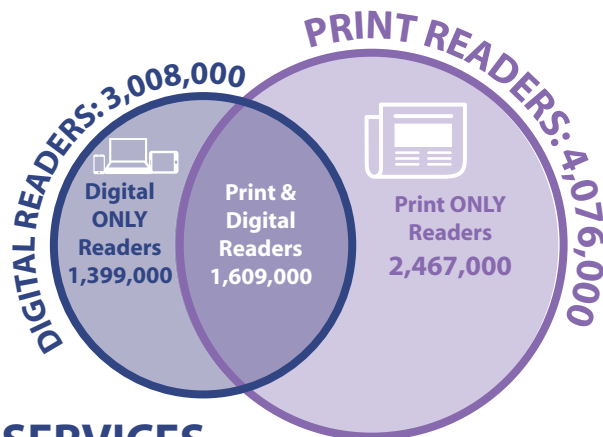


DOMESTIC VACATION TRAVELLERS* READ NEWSPAPERS IN PRINT & DIGITAL

Total Newspaper Readers = **5,475,000**

These readers enjoy newspapers in both print and digital format, with considerable overlap between the two.

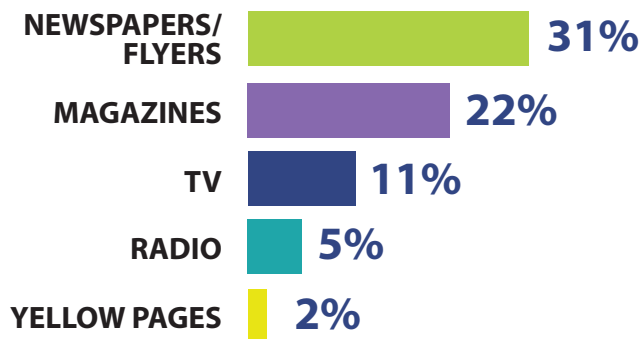
Digital readership is strong but the majority of digital readers still enjoy their printed newspaper habit.



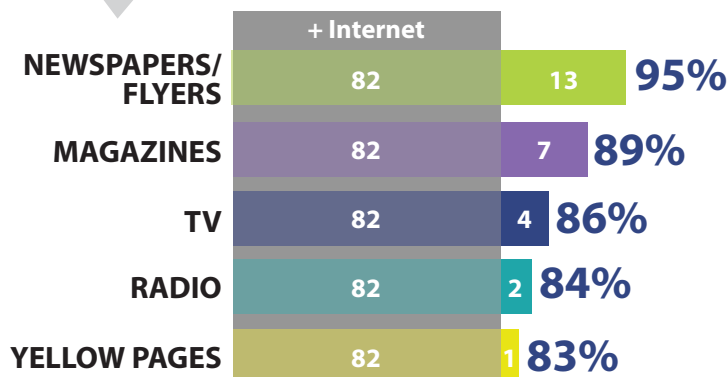
MEDIA SOURCES FOR VACATION TRAVEL SERVICES

Newspapers and their Flyers are the strongest traditional media source for vacation travel services

31% of Travellers* rely on Newspapers/Flyers for Vacation Travel Services



Newspapers/Flyers add 13% reach to Travellers'* reliance on the internet for vacation travel services.



For more information, go to www.newspaperscanada.ca

Source: Vividata 2015 Q2 Readership and Product Database; Base: 18+ in the 20 reported markets. Travel in Canada for vacation in past 12 months (including duplication)



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED